



Central Hollywood
Coalition
Board of Directors

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Melissa Logan
Amoeba Music

Michael Pogorzelski
A VPAS

Fred Rosenthal
Ametron

Arthur Stroyman
Kilroy Realty
Corporation

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Sarah Busley
Executive Director

January 30, 2015

TO: Miranda Paster
Administrative Services Division
Office of the City Clerk

FROM: Kerry Morrison, Executive Director
Sunset & Vine Business Improvement District

SUBJECT: 4th Quarter Report

Pursuant to our agreement with the City of Los Angeles, I am submitting our Fourth Quarter Report on behalf of the Central Hollywood Coalition Board.

I. Operational Issues

- The 2015 budget was presented to the board at their November meeting for their review and approval. The budget for 2015 is \$1,624,465. This is predicated upon assessment revenue of \$1,511,655; a cash-on-hand rollover of \$109,910; bank interest of \$400 and city interest of \$2,500.
- Over this quarter, the Nominating Committee met to fill seven vacancies anticipated in February, 2015. On November 21, 2014, a slate announcement was sent to the property owners in the SVBID announcing candidates for the seven seats:
 - David Calabrese, CIM
 - Brian Folb, Paramount Contractors
 - Melissa Logan, Amoeba Records
 - Carol Massie, McDonalds
 - Michael Nourman, Nourmand & Associates
 - Arthur Stroyman, Kilroy Realty Corp
 - Joyce Williams-Maxwll, Emerson College.
- A draft of the 2015 Planning Report was presented to the board at their November meeting and was formally approved at the January 2015 meeting because the board opted to not meet in December.

II. Security

- A focus group to discuss the "donation station" concept was held on October 28, 2014, in conjunction with CD-13, to test the parking meter idea. It was attended by five area businesses who expressed interest in the project, but were not enthusiastic about paying for sponsorship costs (estimated at about \$2,500). The model used by

Pasadena, the “Real Change” program was reviewed as Pasadena would grant permission to Hollywood to use this brand and website template. This project will continue into 2015.

- Three repeaters were installed on the roof of the Sunset Media Center in the SVBID which allows more cameras to be operational. By the end of the quarter, all nine cameras were fully up and running in both BIDs at LAPD Hollywood station.
- The SVBID board joined the Hollywood board in supporting the call for diverting mentally ill offenders from the criminal justice system into community based treatment. The board approved a letter to be sent to the County Board of Supervisors at their October meeting in support of an initiative introduced by Supervisor Mark Ridley-Thomas.
- Staff will work on a proposed policy statement in anticipation of the city’s consideration of a street vending ordinance in 2015.
- Staff organized a meeting with representatives from the Social Security Building on Vine Street regarding community complaints about transients loitering in and around the property when the facility is closed. LAPD and BID attended, along with the property owners. One solution discussed involved securing the back parking lot with a gate. Staff offered to reach out to Congressman Schiff’s office to help advocate for he funds the pay for this fencing.

III. Marketing

- The Sunset & Dine event was held on October 2 at the Taglyan Complex. More than 300 guests attended the vent. Net income from the event, amounting to about \$4,000, was donated to The Center at Blessed Sacrament which serves homeless adults in Hollywood.
- In the final quarter of the year, news from the Sunset & Vine BID was combined with the Hollywood Entertainment District BID into one newsletter branded “Only in Hollywood.”
- An ad-hoc Marketing Committee for the new year for formed. They will meet in February.

IV. Streetscape & Planning

- Over the course of the quarter, the tree vandal continued to damage the newly planted Jacarandas on Vine Street. Another five trees were vandalized in October, and five in November. Video footage of the suspect, however, was captured, and a police report filed with LAPD.
- Staff continued to work on the Hollywood Mobility Summit which aims to educate stakeholders on various initiatives underway and also enlighten property owners on the possibility of improving mobility in Hollywood through alternative forms of transportation. A focus group for stakeholders was held at the Loew’s Hotel on November 10, and included presentations from representatives of the Bloomberg Foundation in New York City.

- Great progress was made in migrating Clean Street from the parking lot at Selma/Cherokee to a permanent locations. The lease paperwork was signed during December for the Cherokee space. The move in date will be January. The lease is for three years, with two one-year options to renew. Additionally, property owner Kayvan Setareh has allowed the team to utilize his property near the 101 freeway, free of charge in exchange for improvements to the property, on a 30-day trial basis. All the Clean Street vehicles are being parked there.

V. Other

- The BID office was presented with dozens of public records requests over the course of the quarter. Examples include: Eight year’s worth of monthly security reports, one year’s worth of staff emails, six week’s worth of emails between staff and Andrews International, photos and videos held in possession by Andrews International, among others.
- Further, a challenge from local citizen, Mr. Adrian Riskin, to the BID forced the re-location of the BID board meetings from the location they have been held for the last seven years. Mr. Riskin asserted that a Brown Act meeting should not be held in a building where there is a security entrance, despite the fact that a similar security check-point is established as city hall when members of the public arrive to attend city meetings. This is despite the fact that at the BID Board meeting, members of the public who attend can remain completely anonymous. At this point, until there can be some legal research conducted, every effort is being made to find locations for meetings where there is no security guard in the lobby.

Sunset + Vine December 31, 2014 Report		
Category	Q4	Year to Date
Arrests	44	315
Radio Calls	482	1788
Business Contacts	2181	7892
Citizen Contacts	2032	7560
Homeless Referrals	309	697

	MDP %	MDP Budget	2014 Planning Report Budget	2014 Planning Report Budget %	2014 Actual (thru Nov. 30)	2014 Projected (Dec. 1 - Dec. 31)	2014 Total (Actual + Projected Dec. 1 - Dec. 31)	Variance (Budget - Actual w/ projections)	2015 Budget	2015 Budget %
Safety & Security Services Security	52.41%	756,683.00	801,000.00 801,000.00	49.84%	719,131.00 719,131.00	60,869.00 60,869.00	780,000.00 780,000.00	21,000 21,000	800,000.00 800,000.00	49.39%
Maintenance, Streetscape & Beautification Maintenance (Previously District Maintenance) Beautification Reserve for Beautification (Include in Beautification)	27.59%	398,378.00	491,977.00 391,955.00 50,000.00 50,022.00	30.61%	348,090.00 339,030.00 9,060.00 0.00	31,694.00 30,834.00 860.00 0.00	379,784.00 369,864.00 9,920.00 0.00	112,193.00 22,091.00 40,080.00 50,022.00	460,904.02 380,000.00 30,904.02 50,000.00	28.46%
Marketing & Consulting Marketing	2.61%	37,710.00	15,000.00 15,000.00	0.93%	13,089.00 13,089.00	1,911.00 1,911.00	15,000.00 15,000.00	0.00 0.00	40,000.00 40,000.00	2.47%
District Management, Policy & Administration Management Contract Office Expense Consultants Accounting Legal Insurance	12.16%	175,548.00	179,500.00 157,500.00 1,000.00 1,000.00 6,500.00 1,000.00 12,500.00	11.17%	153,970.00 131,413.00 292.00 3,238.00 9,020.00 0.00 10,007.00	14,291.00 13,083.00 25.00 813.00 370.00 0.00 0.00	168,261.00 144,496.00 317.00 4,051.00 9,390.00 0.00 10,007.00	11,239.00 13,004.00 683.00 (3,051.00) (2,890.00) 1,000.00 2,493.00	198,000.00 160,000.00 1,000.00 5,000.00 12,000.00 5,000.00 15,000.00	12.23%
Contingency, City Fees, Reserve for Non-Pay City Fees (Previously Taxes and Fees) (1.9%) Contingency Delinquency (5%)	5.23%	75,531.00	119,596.00 29,913.00 15,000.00 74,783.00	7.45%	119,321.00 29,913.00 14,625.00 74,783.00	0.00 0.00 0.00 0.00	119,321.00 29,913.00 14,625.00 74,783.00	375.00 0.00 375.00 0.00	120,722.00 28,722.00 16,000.00 76,000.00	7.45%
Total	100.00%	1,443,850.00	1,607,173.00	100.00%			1,462,366.00		1,619,626.02	
		True Delinquency Rate Expected Delinquency Amount		5.04% 76,000.00						
						2014/15 Revenue Cash on hand Bank Interest City Interest		Target		
								1,506,928.02 109,798.00 400.00 2,500.00		
								1,619,626.02		